

ABSTRACT OF THE DISCLOSURE

Method and apparatus for bonding a polarizing plate high in operating efficiency and yield. The apparatus includes a cutting unit for cutting at least a polarizing plate of a strip-shaped film, composed of the polarizing plate and a release film bonded to the polarizing plate, leaving the release film uncut, when a forward end side pre-severed end face of the strip-shaped film perpendicular to the longitudinal direction of the strip-shaped film has traveled up to a length corresponding to a length of a substrate, to form a film piece, a release film separating unit for separating the release film from the film piece thus severed, and a bonding unit for bonding the tacky surface of the film piece freed of the release film to a mating position of the substrate so that the forward end side end face of the transported substrate is parallel to the pre-severed end face of the film piece.